

USDA Weekly Retail Chicken Feature Activity

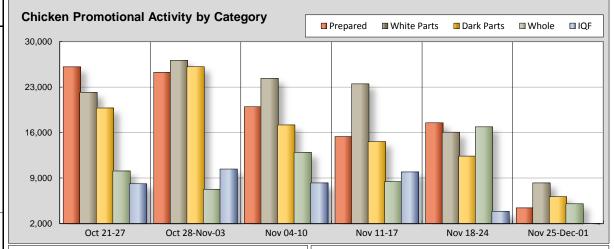
Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 11/25 thru 12/01.

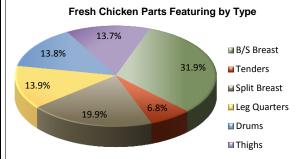
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

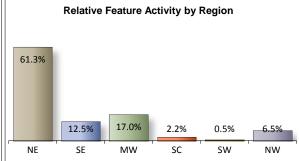
		NATI	ONAL S	UMMAR	Υ					
		THIS V	VEEK	LAST \	NEEK	LAST YEAR				
	Feature Rate 1/	38.6% of	f 19,500	92.2% of	19,500	48.6% of 19,200				
ľ	-eature Rate	outl	•	outl	•	outlets 7.9%				
	Special Rate 4/	2.0)%	12.	5%					
	Activity Index 2/	24,8	320	66,7	730	31,690				
WH	OLE BIRD:	Stores ^{/3} V	Vtd Avg	Stores /3 \	Vtd Avg	Stores /3 Wtd Avg				
	bagged fryer	1,330	1.14	1,160	1.03	1,250	1.09			
	cut-up fryer	500	1.35	100	1.17	70	1.15			
	bagged roaster	1,820	1.08	8,090	1.19	2,070	1.13			
	Cornish (frs/frz)	1,380	2.14	7,520	2.34	1,290	2.02			
PAI	RTS:									
Bnl	s/Sknls Breast									
	regular pack	1,340	3.16	5,610	2.88	1,760	2.78			
	value pack	1,900	2.23	3,090	2.15	1,410	2.05			
	thin sliced	1,020	4.07	1,980	4.03	1,080	3.63			
	marinated	10	2.99	380	4.94	10	2.49			
Bre	ast Tenders									
	regular pack	870	3.69	1,800	3.61	900	3.44			
	value pack	40	1.98	90	2.01	50	1.87			
Split, bn-in Breast										
	regular pack	1,850	1.58	790	1.74	1,890	1.66			
	value pack	810	1.07	1,010	1.42	380	1.41			
	ole Wings	400	1.95	1,300	2.20	120	2.07			
Leg	Quarters	4 = 0.0		4 000						
	tray pack	1,780	0.98	1,280	1.08	500	1.01			
Laa	bagged	80 310	0.66 1.42	50 130	0.72 1.44	20	0.59 1.22			
Leg	ghs	310	1.42	130	1.44	270	1.22			
11111	regular pack	280	1.66	1,410	1.17	70	1.07			
	value pack	1,550	1.17	3,400	1.06	1,450	1.11			
Dru	•	.,000		0, 100		.,				
	regular pack	290	1.68	1,510	1.16	120	1.17			
	value pack	1,560	1.17	3,550	1.05	1,640	1.09			
Bnl	s/SknIs Thighs									
value pack Bnls/Sknls Thighs regular pack		280	2.98	440	2.50	30	2.22			
	value pack			600	2.53	60	1.79			
9-pc Combos		4=0					. =-			
drum-thigh-breast		150	1.68	00	4.40	140	1.59			
	drum-thigh-wing	40	1.54	90	1.48	40	1.69			
_	B/S Breast	570	2.06	1,470	2.41	2,170	2.53			
ᅙ	Tenders Wings	120 70	2.40 1.53	1,170 510	2.51 2.09	2,050 190	2.54 1.50			
	Party Wings	70	1.62	710	2.09	250	2.35			
	i aity willys	70	1.02	7 10	2.00	200	2.00			

This Week's Chicken Feature Highlights Thanksgiving ads hold true to form with seasonal items taking precedent. The holiday has ad cycles all out of synch and most retailers offer limited selections to hold over until they can get back on track. Chicken falls to its normal low for the year, incentives disappear as chicken takes over for the Maytag repairman this ad period. Volume and price on regular items in the meat market are skewed and hold year, little of interest to

over for the Maytag repairman this ad period. Volume and price on regular items in the meat market are skewed and hold very little of interest to consumers. The deli craters as well with holiday prepared meals their claim to fame. (See our Holiday Report for further detailed information!) Specialty chicken holds consistent volume from the past week, organics drift towards minimum levels. Finish up the leftovers, say goodbye to the relatives, and watch a little football. Chicken has not been forgotten by retailers and will soon return to the place of prominence it has recently enjoyed.







All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/ Feature Rate: the amount of sampled stores advertising any reported chicken item during the current week, expressed as a percentage of the total sample. 2/ Activity Index: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised chicken item (e.g., a retailer with 100 outlets featuring 3 chicken items has an activity index of 300). 3/ Stores/Avg: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/ Special Rate: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



USDA Weekly Retail Chicken Feature Activity

Fri. Nov 25, 2011

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 11/25 thru 12/01.

(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

		ı	NORTHEAST U.	S.			SOUTHEAST U.	.S.	MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)							
		(CT.DE.MA	A,MD,ME,NH,NJ,N	IY.PA.RI.V	T)		,GA,MS,NC,SC,TN									
Feat	ture Rate 1/	•	of 3,900 sampled		,	, , ,	of 5,100 sampled	, ,	49.3% of 3,300 sampled outlets							
Spe	cial Rate 2/		ores w/ no-price		ıs		tores w/ no-price		ns	1.7% of stores w/ no-price promotions						
Activity Index 3/			ctivity Index = 12	-			activity Index = 3,	•			ctivity Index = 2,	•				
	,	Price Range		Stores \	Vtd Avg	Price Range		Wtd Avg	Price Range	Stores Wtd Avg						
WHOLE E	BIRD:		4/				4/			4/						
	bagged fryer	0.79 - 1.49		1,120	1.15	0.88 - 1.29		90	1.17	0.69 - 1.28		110	1.00			
	cut-up fryer	1.19 - 1.49		450	1.37	0.99		20	0.99	0.99 - 1.39		30	1.15			
	bagged roaster	0.88 - 1.29		800	1.09	0.99 - 1.29		550	1.00	0.99 - 1.99		410	1.12			
	Cornish (frs/frz)	1.69 - 2.99		450	2.11	2.18 - 2.29		150	2.19	1.99 - 2.29		710	2.14			
PARTS:		Processor Brand	Store Brand	Stores \	Vtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg	Processor Brand	Store Brand	Stores Wtd Avg				
Bnls/Skn	Is Breast															
	regular pack	1.99 - 3.49	1.99 - 4.99	1,030	3.24					1.59 - 1.88	2.49 - 3.79	180	3.32			
	value pack	1.99	1.69 - 2.99	1,530	2.30		1.98 - 1.99	300	1.98		1.49 - 1.99	40	1.64			
	thin sliced	3.69 - 4.99	2.99 - 5.99	900	4.08	3.99		70	3.99		3.49	10	3.49			
	marinated		2.99	10	2.99											
Breast Te	enders															
	regular pack	3.99	1.99 - 5.99	750	3.76	3.99		70	3.99	1.59 - 4.48		30	2.40			
value pack			1.97 - 1.99	30	1.98		1.99	10	1.99							
Split, bn-																
	regular pack	0.99 - 1.59	1.39 - 1.89	510	1.45	0.99	1.49 - 1.79	1,280	1.65	1.49	1.49	20	1.49			
\A/I I - \A/I	value pack	0.99	0.88 - 1.19	490	1.01	0.99		30	0.99	0.97 - 0.99	1.79	240	1.22			
Whole W Leg Quar	•		1.99	290	1.99					1.99	1.79 - 1.99	110	1.86			
Leg Quai	tray pack	0.79	0.59 - 0.99	580	0.97		0.99	1.030	0.99	0.99	0.88 - 0.99	170	0.97			
	bagged	0.89	0.59	30	0.67		0.59	20	0.59	0.00	0.00	""	0.07			
Legs		1.29 - 1.59		310	1.42											
Thighs																
	regular pack	1.09 - 1.79		260	1.69		1.19	10	1.19	1.33		10	1.33			
	value pack	0.88 - 1.49	0.99 - 1.49	1,210	1.20	0.88	0.99 - 1.29	100	1.17	0.97	0.99	200	0.97			
Drumstic	-															
	regular pack	1.09 - 1.79	1.39	270	1.71		1.19	10	1.19	1.33		10	1.33			
Dula (Ol	value pack	0.88 - 1.59	0.99 - 1.49	1,210	1.21	0.88 - 1.29	0.99	100	1.17	0.97	0.99 - 1.19	210	0.99			
Bnls/Sknls Thighs		2.69	2.99	240	2.98											
	regular pack value pack	2.09	2.99	240	2.30											
9-pc Com																
drum-thigh-breast			1.69	140	1.69					1.49		10	1.49			
	drum-thigh-wing	_	1.39 - 1.69	30	1.59					<u> </u>						
	B/S Breast						1.99	70	1.99		1.67 - 2.00	350	1.97			
Ā	Tenders															
ñ	Wings	1.50	1.70	60	1.52						1.60	10	1.60			
	Party Wings	1.90	1.40 - 1.99	70	1.62	- (202) 720 0044							2 -4 5			

Source: USDA Agricultural Marketing Service, Poultry Market News and Analysis - (202) 720-6911

website: http://www.ams.usda.gov/pymarketnews



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(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

	SO	UTH CENTRAL	. U.S		5	SOUTHWEST U	.S.	N	IORTHWEST U	.S.				
	(AR,AZ,C	O,KS,LA,MO,NM,	OK,TX,UT))		(CA,NV)		(ID,MT,OR,WA,WY)						
Feature Rate 1/	7.2%	of 3,600 sampled	outlets		1.4%	of 2,500 sampled	outlets		16.2%	of 1,100 sampled	outlets			
Special Rate 2/	3.0% of st	ores w/ no-price	promotion	ıs	0.2% of st	ores w/ no-price	promotion	0.0% of stores w/ no-price promotions						
Activity Index 3/	,	Activity Index = 4	60			Activity Index = 6	60	,	Activity Index = 3	60				
WHOLE BIRD:	Price Range	Stores V	Ū	Price Range		Stores V	_	Price Range	Stores Wtd Avg					
bagged fryer					1.49		10	1.49						
cut-up fryer														
bagged roaster	0.99 - 1.29		60	1.25										
Cornish (frs/frz)	2.29		60	2.29	1.99		10	1.99						
PARTS:	Processor Brand	Store Brand	Stores V	Vtd Avg	Processor Brand	Store Brand	Stores V	Vtd Avg	Processor Brand	Store Brand	Stores V	Ntd Avg		
Bnls/Sknls Breast														
regular pack		1.67 - 2.99	90	2.04						2.98	40	2.98		
value pack	1.99	1.98	20	1.99		1.49	10	1.49						
thin sliced										3.98	40	3.98		
marinated														
Breast Tenders														
regular pack		1.89	20	1.89										
value pack														
Split, bn-in Breast		0.99	30	0.99		0.99	10	0.99						
regular pack value pack		0.99	40	0.99		0.99	10	0.99						
Whole Wings		0.55	10	0.55		0.55	10	0.55						
Leg Quarters														
tray pack														
bagged		0.69	30	0.69										
Legs														
Thighs														
regular pack		4.00	40	4.00										
value pack Drumsticks		1.09	40	1.09										
regular pack														
value pack		1.09	40	1.09										
Bnls/Sknls Thighs														
regular pack										2.98	40	2.98		
value pack														
9-pc Combos														
drum-thigh-breast					4.00		40	4.00						
drum-thigh-wing		1.00	00	4.00	1.39		10	1.39		0.10	100	0.46		
B/S Breast		1.93	30	1.93						2.40	120	2.40		
Tenders Wings										2.40	120	2.40		
Party Wings														
Source: USDA Agricultura	l Markatina Camia	a Daulimi Marka	4 Nauca and	ما ۸ مماریم	- (202) 720 0044	alaaita. lattus.//s			/m.maanlaatmassa		I	3 of		



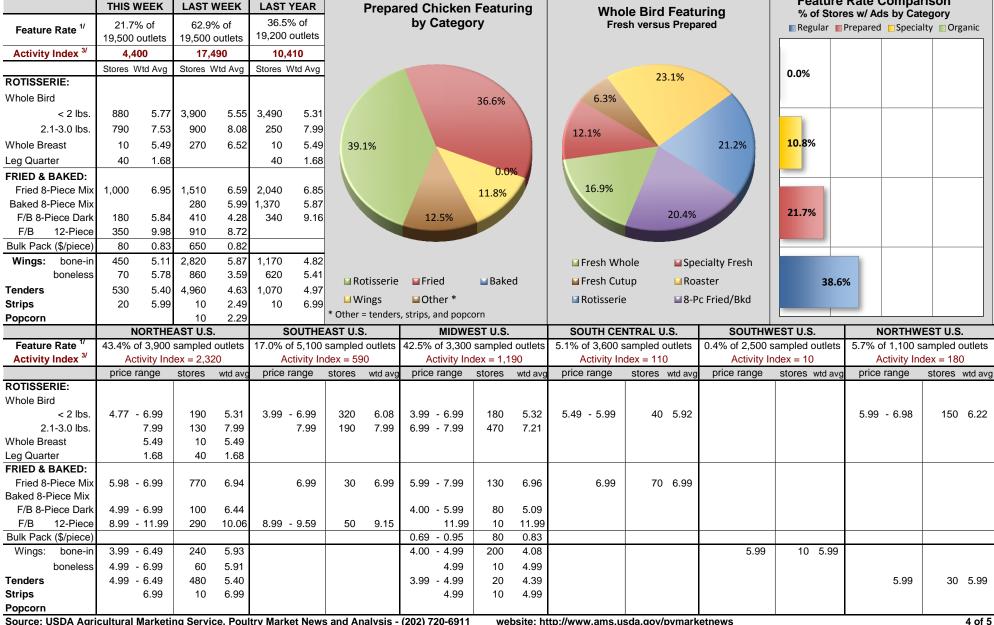
Feature Rate Comparison

USDA Weekly Retail Chicken Feature Activity - Prepared Chicken

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 11/25 thru 12/01.

(prices in dollars per unit or per pound unless otherwise noted)

PREPARED FOODS NATIONAL SUMMARY





USDA Weekly Retail Chicken Feature Activity - USDA Certified Organic and Specialty Chicken Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 11/25 thru 12/01.

Fri. Nov 25, 2011

(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

	NATIONAL SUMMARY																					
		SP	ECIALTY	CHICK		OITAL			ORGAN	NIC CHI	CKEN		% of Stores Featuring Specialty/Organic Chicken vs. Regular Product/5									
	THIS V		LAST		LAST	/FAR	THIS V		LAST		LAST	VFΔR	25%								■ Specialty	□Organic
	10.89		12.59		7.6% of																	
Feature Rate 1/	19,500 outlets 19,500 outlets		outlets		outlets		0.2% of 19,500 outlets		outlets		20%									15.00/0		
Activity Index 3/			3,640		2,260		10		40		8	0	2070									
	Stores Wtd Avg Stores			Stores Wtd Avg Stores V		/td Avg	g Stores Wtd Avg		Stores V	Vtd Avg	Stores \	Ntd Avg						olo		0		
Whole Fryer	950	1.72	1,160	1.77	510	2.13	10	2.49	10	2.49	70	2.89	15%	, So	20/0			43,	1/3			
Bnls/Sknls Breast	740	5.33	1,540	4.99	990	4.52								10		V 00/0					0/0	
Breast Tenders	540	5.23	490	4.99	340	4.66			30	8.66			10%							_	1200,000 m	
Split, bn-in Breast	190	3.31	70	3.49	150	2.75																
Whole Wings			10	2.49	10	1.99							5%							3600		
Leg Quarters			40	1.09									376		00/0		000	7,9	0/0	,5,		olo
Legs															9						0.20/0	0,70%
Thighs	320	2.07	70	1.54	80	1.99							0%	0	oct 21-27	Oct 28-No	nv-03	Nov 04-1	0 No	v 11-17	Nov 18-24	Nov 25-Dec-01
Drumsticks	470	2.02	130	1.77	10	1.99								Ü	/Ct Z1-Z/	OCI 20-140	V-03	1404 04-1	0 110	V 11-17	1407 10-24	NOV 25-Dec-01
B/S Thighs	210 3.09 130 3.29		3.29							10	10 2.99		/5: % = total store count for Specialty i		items/by total store count for the same			set of regular item	S.			
SPECIALTY	NORTHEAST U.S.				SOUTHEAST U.S.					MIDWE	ST U.S.		SOUTH CENTRAL U.S.			SOUTHWEST U.S.			NORTHV	VEST U.S.		
Feature Rate 1/	42.3% 0	of 3,900	sampled	outlets	5.7% of 5,100 sampled outlets			3.4% of 3,300 sampled outlets			0.8% of 3,600 sampled outlets			0.4% of 2,500 sampled outlets			' '					
Activity Index 3/	Ac	tivity Inc	lex = 2,92	20	Activity Index = 290			Activity Index = 170			Activity Index = 30			Activity Index = 10			Activity Index = 0					
	price r		stores	wtd avg	price r	price range stores wtd avg		price range stores wtd a		wtd avg	price i	range stores wtd ave		g price range stores wtd avg		price range	stores wtd av					
Whole Fryer	1.49	- 2.49	670	1.87	1.28 -	1.49	210	1.30	1.29 -	1.39	40	1.33		1.9	9 3	0 1.99						
Bnls/Sknls Breast		- 5.99	660	5.54					3.29 -	4.49	70	3.50						3.99	10	3.99		
Breast Tenders	4.29		500	5.39						3.29	40	3.29										
Split, bn-in Breast	3.29	- 3.49	190	3.31																		
Whole Wings																						
Leg Quarters																						
Legs																						
Thighs		- 2.49	320	2.07																		
Drumsticks	1.49		470	2.02		4.00	00	4.00	4.00	0.00	00	0.50										
B/S Thighs	0.00/ 6	3.99	110 sampled o	3.99	0.09/ of	1.99	80				20	2.58	0.00/ 0	2 60	n sample	d outlote	0.40	% of 2,500	oompled .	outloto	0.00/ of 1.100	acmalad autlata
ORGANIC			ndex = 0		0.0% of 5,100 sampled outlets Activity Index = 0				0.0% of 3,300 sampled outlets Activity Index = 0			0.0% of 3,600 sampled outlets Activity Index = 0				0.47		ndex = 10		0.0% of 1,100 sampled outlet Activity Index = 0		
Whole Fryer	risarily mask = 0			· · · · · · · · · · · · · · · · · · ·							riourity maox			2.49	10	2.49	,					
Bnls/Sknls Breast																						
Breast Tenders																						
Split, bn-in Breast																						
Whole Wings																						
Legs																						
Thighs																						
Drumsticks																						
B/S Thighs																						

Specialty products are produced from chickens raised on an all vegetable diet without antibiotics and are minimally processed. USDA Certified Organic are products grown and processed according to USDA's national organic standards and certified by USDA-accredited State and private certification organizations. For more information, visit http://www.ams.usda.gov/nop/.